Purple Innovation, LLC Announces Participation in 2018 ICR Conference

January 08, 2018 05:45 PM Eastern Standard Time

ALPINE, Utah & NEW YORK--(BUSINESS WIRE)--Global Partner Acquisition Corp. ("GPAC") (NASDAQ: GPAC, GPACU, GPACW) and Purple Innovation, LLC ("Purple") today announced that the Purple management will participate in the 2018 ICR Conference, held at the JW Marriott Orlando Grande Lakes in Orlando, Florida. Management is scheduled to present on Tuesday, January 9, 2018 at 2:30 p.m. Eastern Time. A live webcast of the presentation will be available at http://globalpartnerac.com/.

About Purple

Purple is a leading comfort technology company with a vision to improve how people sleep, sit and stand. Purple offers a range of mattress, bedding and cushioning products. Purple's products are the result of over 20 years of innovation and investment by the founders in proprietary and patented comfort technologies and the development of its own manufacturing processes. Purple's Hyper-Elastic Polymer® technology underpins many of its comfort products and provides a range of benefits that differentiate its offerings from other competitors' products.

Purple has core competencies in design, development and manufacturing, with decades of accumulated knowledge that enables it to create all aspects of its innovative products. Purple has vertically integrated its operations including research and development, marketing and manufacturing, resulting in an ability to rapidly test, learn, adapt and scale product offerings. Purple's combination of patents and intellectual property, proprietary and patented manufacturing equipment, production processes and decades of acquired knowledge create a distinct advantage over competitors that rely on commoditized technologies and outsourced manufacturing.

Purple has not only developed transformative products and technologies, but also a brand that drives high customer engagement. To date, Purple's videos have been seen more than 925 million times across Facebook and YouTube alone with over 600,000 fans and subscribers across social media.

About Global Partner Acquisition Corp.

Global Partner Acquisition Corp. is a special purpose acquisition company formed for the purpose of effecting a merger, capital stock exchange, asset acquisition, stock purchase, reorganization, or similar business combination. GPAC's units began trading on The NASDAQ Capital Market on July 30, 2015 and its securities trade on NASDAQ under the ticker symbols GPAC, GPACW and GPACU.

Contacts

Global Partner Acquisition Corp.
Paul Zepf, 917-244-4880
Chief Executive Officer
pzepf@globalpartnerac.com
or
Purple Innovation LLC
For information regarding the transaction, please contact Bill Harrison:
Bill Harrison, 917-596-5533
Head of Consumer Investment Banking, Headwaters MB LLC
wharrison@headwatersmb.com
or
For information regarding Purple products, please contact Savannah Turk:
Savannah Turk
Director of Purple Communications
savannah@onpurple.com
or
For investors and general inquires:
Brendon Frey: 203-682-8216
brendon.frey@icrinc.com
or
For media inquiries:
Alecia Pulman/Kate Kohlbrenner: 203-682-8224
PurplePR@icrinc.com